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Home Appliance NewsLine

An AHAM Bulletin to Editors

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RECORD FEBRUARY

FOR MAJOR HOME APPLIANCES

CHICAGO -- The major appliance industry shipped nearly 4.1 million units in February, establishing a new record for the month, reports the Association of Home Appliance Manufacturers (AHAM).

Total shipments increased by 4.3% over the same month last year, due primarily to the second-best shipment of room air conditioners (546,400 units) ever in February. With inventories of this seasonal appliance nearly depleted by last year's record heatwave, product demand increased by 68.6% over the same year-ago period.

Three other products contributed to the excellent month by achieving their highest February levels ever -- microwave ovens (963,200 units), disposers (380,300 units), and gas dryers (90,800 units).

A downturn in new home construction affected shipments of the leading home appliances installed in newly constructed homes. Electric ranges (225,000 units) were down 7.7%; gas ranges (155,600 units), down 10.2%; and dishwashers (293,000 units), down 1.7%. According to the Census Bureau, about 93% of new homes include these appliances in their sales price.

Dehumidifier shipments (45,900 units) were comparatively average for a February but, when compared to the unusually high February 1988 shipment, showed a 34.9% loss. One year ago, shipments were rebuilding rapidly after a summer of high-humidity conditions depleted inventories.

(MORE)

For the first two months of this year, shipments are 7.4% ahead of last year's levels.

The industry forecasts a 3.7% decline in total shipments this year from the second-best record of 49.3 million units achieved in 1988.

# # #

MAJOR HOME APPLIANCE INDUSTRY SHIPMENTS*, THOUSANDS OF UNITS

February, 1989

	FEBRUARY			CALENDAR YEAR TO DATE		
	1989	1988	% Change	1989	1988	% Change
ALL MAJOR APPLIANCES**	4,071.8	3,905.1	4.3%	8,177.7	7,612.9	7.4%
COOKING - TOTAL	1,330.2	1,351.8	-1.6%	2,773.8	2,687.9	3.2%
ELECTRIC RANGES - TOTAL	225.0	243.7	-7.7%	469.9	479.0	-1.9%
Free Standing	174.9	192.5	-9.1%	368.1	380.7	-3.3%
Built-In	50.1	51.1	-2.0%	101.8	98.3	3.6%
GAS RANGES - TOTAL	155.6	173.3	-10.2%	314.0	331.3	-5.2%
Free Standing	147.1	164.0	-10.3%	296.9	312.2	-4.9%
Built-In	8.5	9.3	-8.6%	17.2	19.1	-9.9%
MICROWAVE OVENS/RANGES***	963.2	950.0	1.4%	2,017.4	1,907.6	5.8%
HOME LAUNDRY - TOTAL	904.0	913.0	-1.0%	1,893.7	1,845.6	2.6%
AUTOMATIC WASHERS	510.1	519.1	-1.7%	1,063.5	1,038.5	2.4%
DRYERS - TOTAL	394.0	394.0	0.0%	830.2	807.1	2.9%
Electric	303.2	305.6	-0.8%	642.8	626.8	2.6%
Gas	90.8	88.4	2.7%	187.4	180.3	3.9%
KITCHEN CLEAN UP - TOTAL	691.3	679.0	1.8%	1,428.3	1,363.1	4.8%
DISPOSERS	380.3	360.1	5.6%	771.5	721.4	6.9%
DISHWASHERS - TOTAL	293.0	298.0	-1.7%	619.3	605.0	2.4%
Built-In	274.3	275.0	-0.3%	576.9	557.6	3.5%
Portable	18.6	22.9	-18.8%	42.5	47.5	-10.5%
COMPACTORS	18.0	20.9	-13.9%	37.4	36.7	1.9%
FOOD PRESERVATION - TOTAL	554.0	566.7	-2.2%	1,114.5	1,103.8	1.0%
REFRIGERATORS	460.0	477.4	-3.6%	927.1	923.3	0.4%
FREEZERS - TOTAL	94.0	89.3	5.3%	187.4	180.5	3.8%
Chest	54.1	48.5	11.5%	103.6	98.5	5.2%
Upright	39.9	40.8	-2.2%	83.8	82.0	2.2%
HOME COMFORT - TOTAL	592.3	394.6	50.1%	967.5	612.5	58.0%
ROOM AIR CONDITIONERS	546.4	324.1	68.6%	898.5	523.8	71.5%
DEHUMIDIFIERS	45.9	70.5	-34.9%	69.0	88.6	-22.1%

* Domestic plus export shipments: includes both U.S. produced and imported products.
** Numbers do not add because of overlapping product categories.
*** Includes microwave ovens and combination microwave ovens/ranges.

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TRENDS AND FORECASTS
INDUSTRY SHIPMENTS OF MAJOR APPLIANCES*, THOUSANDS OF UNITS

PRODUCT	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989**	1990**
Cooking - Total	7,354	7,456	8,005	7,303	10,051	13,717	15,635	17,518	17,915	16,237	15,372	14,705
ELECTRIC RANGES - TOTAL	3,000	2,530	2,328	2,036	2,754	3,074	3,142	3,318	3,346	3,202	3,093	3,044
Free Standing	2,244	1,975	1,829	1,619	2,190	2,496	2,568	2,721	2,691	2,566	2,474	2,434
Built-In	756	555	498	417	563	577	574	598	655	635	619	610
GAS RANGES - TOTAL	1,799	1,539	1,496	1,368	1,573	1,732	1,814	1,940	2,143	2,227	2,105	2,070
Free-Standing#	1,670	1,437	1,401	1,289	1,477	1,626	1,694	1,826	2,022	2,101	1,982	1,948
Built-In#	129	102	94	79	96	106	120	114	120	127	123	123
MICROWAVE OVEN/RANGES	2,807	3,608	4,422	4,371	5,933	9,132	10,883	12,444	12,810	10,988	10,350	9,760
Home Laundry - Total	8,516	7,727	7,342	6,746	7,910	8,733	9,192	10,009	10,635	10,791	10,638	10,487
WASHERS - TOTAL	4,965	4,550	4,365	4,019	4,616	5,049	5,279	5,765	5,998	6,190	6,148	6,063
Automatic	4,779	4,426	4,277	3,955	4,546	5,049	5,279	5,765	5,998	6,190	6,148	6,063
Wringer & Other	186	124	88	64	69	NA	NA	NA	NA	NA	NA	NA
DRYERS - TOTAL	3,551	3,177	2,977	2,727	3,294	3,684	3,914	4,245	4,637	4,601	4,490	4,424
Electric	2,783	2,494	2,337	2,143	2,622	2,931	3,080	3,309	3,600	3,554	3,467	3,417
Gas	768	682	640	584	672	754	834	936	1,037	1,047	1,024	1,008
Kitchen Clean Up - Total	7,098	5,935	5,854	5,098	6,822	7,758	7,858	8,381	8,696	8,383	8,087	8,060
DISPOSERS	3,317	2,962	3,179	2,780	3,544	4,085	4,105	4,269	4,438	4,233	4,063	4,078
DISHWASHERS - TOTAL	3,488	2,738	2,484	2,170	3,121	3,491	3,575	3,918	4,032	3,907	3,784	3,746
Built-In	2,984	2,354	2,193	1,956	2,859	3,245	3,327	3,663	3,763	3,647	3,528	3,494
Portable	504	384	291	214	262	246	248	255	269	260	256	252
COMPACTORS	293	235	191	148	157	182	177	194	226	243	241	236
Food Preservation - Total	7,642	6,875	6,549	5,704	6,818	7,275	7,316	7,733	8,232	8,576	8,391	8,463
REFRIGERATORS##	5,701	5,124	4,944	4,364	5,477	5,994	6,081	6,510	6,972	7,227	7,071	7,147
FREEZERS - TOTAL	1,941	1,751	1,605	1,340	1,341	1,281	1,236	1,222	1,260	1,349	1,320	1,316
Chest	1,039	963	889	726	702	650	634	661	692	727	710	705
Upright	902	789	717	614	639	631	602	561	567	622	610	611
Home Comfort - Total	4,434	3,876	4,229	3,201	2,439	3,694	3,610	3,371	4,503	5,310	5,005	4,860
ROOM AIR CONDITIONERS	3,749	3,203	3,693	2,761	2,002	3,103	3,022	2,816	3,798	4,637	4,355	4,205
DEHUMIDIFIERS	685	673	536	440	437	591	588	555	704	673	650	655
All Major Appliances	35,043	31,869	31,978	28,051	34,039	41,176	43,611	47,012	49,981	49,297	47,492	46,573

* Domestic plus export shipments: includes both U.S. produced and imported products.
** Forecasts as of February, 1989
# Drop-in gas range data included in free-standing total for 1978 through 1984; thereafter drop-in gas range data included in built-in total.
Includes units of 6.5 cu. ft. and over.

Total industry shipments may not add due to rounding and overlapping categories

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